Current Company Practices In the Use of Corporate Advertising: 1986

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FOREWORD

A.N.A. Corporate Advertising Practices surveys have been conducted biennially since 1975. Over the years they have tracked the use of advertising for communicating corporate messages and they have served to identify issues and trends.

This 1986 Survey represents the results of a study conducted in late 1985 and early 1986. The results are based on responses from 186 A.N.A. member companies. Thanks go to William Weilbacher of Bismark Associates who analyzed the data and prepared the report. Our thanks also to A.N.A. staffers Peter Eder and Patricia Hanlon for their assistance in conducting and producing the survey.

We hope you will find this survey a useful addition to your knowledge on the subject of corporate advertising.

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SECTION I: SUMMARY OF SURVEY RESULTS

A.N.A. member companies were asked at year end 1985 to participate in a Study of Corporate Advertising Practices. This was the sixth in a series of such studies that have been conducted every two years since 1975.

By the mid-February, 1986 cut-off, a total of 186 companies had responded, a response rate of 64 percent. Of the 186 companies that returned the questionnaire, 111 (60%) reported corporate advertising activity in 1985, and it was on these responses that general and specific findings about corporate advertising practices were based. These companies described 121 individual campaigns.

In this study, corporate advertising was defined as consisting of three primary types of activity:

- Improving the level of awareness of the company, the nature and/or the diversity of its business interests.
- Providing unified marketing support for the company's present and future products, services or capabilities.
- Enhancing or maintaining the company's reputation and good will.

SURVEY HIGHLIGHTS

1. *Three out of four of the A.N.A. companies surveyed sponsored corporate advertising in 1985.*

   Most of these campaigns (75%) were based on advertising appropriations of $6 million or less.

2. *More than a third of the respondents (36%) indicated that corporate advertising expenditures had increased over the past three years.*

   Thirty-three percent reported spending levels had remained at about the same level.

3. *Most corporate advertisers (71%) used market research within the past three years in the development of their corporate advertising campaigns.*

   The larger the corporate advertising appropriation, the more likely was market research to be used in connection with corporate advertising.

4. *As in previous studies, the most important objective of corporate advertising was "to improve the level of awareness of the company, and the nature and/or the diversity of its business interests."*

   One half (51%) of corporate advertisers gave this as a primary objective of the corporate advertising campaigns.

   Two other objectives were more mentioned as primary for corporate advertising campaigns. They were:

   "To provide unified marketing support for the companies present and future products, services , or capabilities." (Mentioned by 20 percent of corporate advertisers.)

   "To enhance or maintain the company reputation or good will." (Mentioned by 20 percent.)

5. *Corporate advertising campaigns were basically targeted to three audiences: specific demographic segments of the public (38%); business community (35%); and financial community (20%).*

The emphasis on specific demographic segments increased since 1983.

6. *Corporate advertising campaigns were usually approved (74%) by the Chairman, President or CEO.*

7. *Corporate advertising campaigns utilized a broad range of advertising media.*

   The average campaign utilized three media.

SECTION II: HOW THE SURVEY WAS CONDUCTED

A.N.A. members were asked at year end 1985 to participate in a study of corporate advertising. This was the latest in a series of A.N.A. studies on the use of corporate advertising. Previous studies on this subject were conducted in 1975, 1977, 1979, 1981 and 1983.

The current A.N.A. Corporate Task Group considered, as had its predecessors, just how the evolving field of corporate advertising might best be defined for study.

The Questionnaire

The questionnaires that have been used in the several A.N.A. studies have changed over the years. Thus the results of successive studies are not necessarily comparable. In this report the analysis will include comparisons, where appropriate, with similar results from the 1983 study.

The questionnaire covered seven general topics:

1. The size and trends of corporate advertising appropriations.
2. Recent and current corporate advertising activities.
3. The objectives of corporate advertising campaigns.
4. The target audiences of corporate advertising campaigns.
5. Media usage in corporate advertising campaigns.
6. The use of market research in corporate advertising activities.
7. Internal approval processes for corporate advertising campaigns.

One major innovation in the current questionnaire was to divide it into two distinct sections. In the first section, information was obtained about the general corporate advertising activities of the responding company. The second section of the questionnaire referred to specific advertising campaigns. If a responding company sponsored more than one corporate advertising campaign, it was asked to fill in a separate questionnaire for each of the campaigns.

A copy of the questionnaire appears in the Appendix.

Responses

The questionnaire was mailed to all A.N.A. member companies in November 1985. A second mailing was made to non-responding companies in January 1986. Responses were cut off in late February 1986.

A total of 186 A.N.A. member companies (64%) responded in this study. This was consistent with response rates for previous studies, which were in the 65-70 percent range.

Of the 186 responding companies, 111, or 60 percent, reported that they had sponsored one or more corporate advertising campaigns in 1985. These 111 companies reported on a total of 121 corporate advertising campaigns.

In Section III of this report, which deals with general corporate advertising practices, the base for statistical compilations is, therefore, 111 companies. In Section IV, dealing with specific corporate advertising campaigns, the basis of the statistics is 121 campaigns.

Who Responded Within The Company?

The recipient of the questionnaire was asked to make sure that it was completed by the individual or individuals in the corporation most knowledgeable about corporate advertising activities and individual corporate advertising campaigns.

Most of the questionnaires were completed by the officially designated A.N.A. representative who is usually the executive primarily responsible for advertising and/or marketing activities. The evidence suggests, however, that when another executive was better qualified to respond., that was the person who actually completed the questionnaire.

Titles of respondents ranged from Director of Advertising to Senior Vice President for Corporate Communications.

As is usual in A.N.A. surveys, individuals and companies are not identified. Each returned questionnaire received a code number before it was processed. Key punching and computer tabulations were completed by the computer services firm T/C/A of New York City. All data were key entered and verified twice to ensure the accuracy of the tabulations.

Characteristics of Responding Companies

The primary business categories of the 186 responding companies is shown in Table II-1.

As the table shows, the respondent companies who sponsor corporate advertising were particularly likely to be found in the service (36%) and business-to-business (32%) categories. Non-sponsors of corporate advertising were more likely to be found among package goods companies (36%) than in other categories.

TABLE II-1

Q.1.7 - COMPANY'S CORE BUSINESS ACTIVITY

	TOTAL	SPONSOR CORP. ADVER-TISING	DO NOT SPONSOR CORP. ADVER-TISING
TOTAL RESPONDENTS	186 100%	111 100%	75 100%
PACKAGED GOODS	43 23%	16 14%	27 36%
CONSUMER DURABLES	20 11%	13 12%	7 9%
BUSINESS-TO-BUSINESS	48 26%	35 32%	13 17%
SERVICES	48 26%	40 36%	8 11%
OTHER	18 10%	11 10%	7 9%
NONE	1 1%	1 1%	- -
DON'T KNOW/NO ANSWER	20 11%	2 2%	18 24%

A Word of Caution

The unique character of this survey response requires a word of caution. The companies represented in this study are all members of A.N.A.. The largest companies in the country are disproportionately represented. These companies are not only large but they are also likely to be among the most sophisticated advertisers in the United States. The corporate advertising practices of these A.N.A. members may not be representative of the practices of all corporate advertisers. The premise upon which this report and its predecessors has been based is that it is important to know the corporate advertising practices of these leading corporations.

As in all mail questionnaire studies of complex business practices, it is not at all certain that individual respondents interpreted the questions in this study in a uniform way. If some of the detailed responses seem to the reader to be ambiguous or inconsistent with his or her own professional training or experience, the possibility of inconsistent question interpretation should be borne in mind.

III SECTION III: CORPORATE ADVERTISING PRACTICES

All responding companies completed the first part of the questionnaire which contained general questions about corporate advertising activity, current and past; anticipated future corporate advertising; and the use of marketing research in the development and evaluation of corporate advertising programs.

Current Corporate Advertising

First, the companies were asked if they had sponsored corporate advertising activities in 1985. The results are summarized in Table III-1.

As observed in Section II, 60 percent of the companies sponsored corporate advertising in 1985, and 40 percent did not.

Corporate advertising was more typical of business-to-business (73%) and service companies (83%) than of package goods companies (37%).

TABLE III-1

Q 1 1 - COMPANY SPONSORED CORPORATE ADVERTISING IN 1985

		COMPANY'S CORE BUSINESS ACTIVITY				
	TOTAL	PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS TO BUS.	SER-VICES	OTHER
TOTAL RESPONDENTS	186 100%	43 100%	20 100%	48 100%	48 100%	18 100%
COMPANY SPONSORED CORPORATE ADVERTISING ACTIVITY IN 1985	111 60%	16 37%	13 65%	35 73%	40 83%	11 61%
COMPANY DID NOT SPONSER CORPORATE ADVERTISING ACTIVITY IN 1985	75 40%	27 63%	7 35%	13 27%	8 17%	7 39%

Table III-2 shows the size of the *total* corporate advertising expenditure for responding companies. (Recall that this total may aggregate appropriations from two or more individual corporate advertising campaigns.)

Most of the responding companies (75%) spent less than $6 million in total on corporate advertising in 1985. These appropriations were rather evenly spread among the five individual classifying categories from "under $500,000" to "$4-6 million."

One quarter of the responding corporate advertisers spent over $6 million in their corporate advertising activities. Again, the incidence of total appropriation size was spread evenly over the four classifying categories, ranging in size from "$6-8 million" to "Over $15 million".

TABLE III-2

Q.1.4 - COMPANY'S TOTAL EXPENDITURE FOR CORPORATE ADVERTISING IN 1985

	SPONSOR CORP. ADVER-TISING
TOTAL RESPONDENTS	111 100%
UNDER $500,000	21 19%
$500,000 - $1 MILLION	16 14%
$1 - $2 MILLION	17 15%
$2 - $4 MILLION	15 14%
$4 - $6 MILLION	14 13%
$6 - $8 MILLION	
$8 - $10 MILLION	6 5%
$10 - $15 MILLION	6 5%
OVER - $15 MILLION	8 7%
DON'T KNOW	1 1%
NO ANSWER	2 2%

This pattern of corporate advertising appropriation size did not, as Summary Table 1 shows, change dramatically since the 1983 study. There were, as media inflation continued, slightly fewer advertisers in the under $1 million categories in 1986 (33%) than in 1983 (37%), and slightly more in the over $10 million dollar categories in 1986 (12%) than in 1983 (7%). But overall, the reported pattern of corporate advertising appropriations was consistent for the two studies.

SUMMARY TABLE 1

YEARLY CORPORATE ADVERTISING & EXPENDITURE

	1986 %	1983 %
Under $500,000	19	22
$500,00 - $1 million	14	15
$1-2 million	15	16
$2-4 million	14	19
$4-6 million	13	11
$6-8 million	5	6
$8-10 million	5	4
Over $10 million	12	7

Companies, both current sponsors and current non-sponsors of corporate advertising were asked, "Do you expect that your company will sponsor any corporate advertising in 1986?" The results are summarized in Table III-3.

Slightly fewer companies expected to sponsor corporate advertising campaigns in 1986 than in 1985. Comparing the totals from Tables III-2 and III-3:

	Advertised In 1985 %	Expect to Advertise In 1986 %
Yes	60	53
No	40	41
Don't know	-	6

Only 1 percent of the companies who sponsored corporate advertising in 1985 expected that they would not repeat programs in 1986 but an additional 6% of these 1985 advertisers did not know or would not forecast their expected 1986 plans. Because this research was conducted at a time when 1986 corporate advertising plans, if any, should have been well along (late 1985 or early 1986), this result suggested a possible slowdown in corporate advertising in 1986. The highest level of uncertainty appeared to be among business-to-business advertisers (13% don't know).

TABLE III-3

Q.1.2 - COMPANY EXPECTED TO SPONSOR CORPORATE ADVERTISING IN 1986

	TOTAL	COMPANY'S CORE BUSINESS ACTIVITY: PACKAGED GOODS	CONSUMER DURABLES	BUS. TO BUS.	SERVICES	OTHER
TOTAL RESPONDENTS	186 100%	43 100%	20 100%	48 100%	48 100%	18 100%
EXPECTED COMPANY TO SPONSOR CORPORATE ADVERTISING ACTIVITY IN 1986	98 53%	13 30%	11 55%	29 60%	37 77%	11 61%
DID NOT EXPECT COMPANY TO SPONSOR CORPORATE ADVERTISING ACTIVITY IN 1986	77 41%	28 65%	8 40%	13 27%	9 19%	6 33%
DON'T KNOW	11 6%	2 5%	1 5%	6 13%	2 4%	1 6%

Corporate Advertising in Prior Years

The responding companies were next asked,"Did your company sponsor any corporate advertising activity in 1984, 1983, 1982, or 1981?" The results appear in Table III-4.

In general, there was a somewhat lower level of corporate advertising activity in prior years than in 1985, and there appeared to be a trend toward a higher incidence of companies who were sponsoring corporate advertising campaigns.

SUMMARY TABLE 2

	Sponsored Corporate Advertising In :				
	1985	1984	1983	1982	1981
Yes	60	55	52	47	49
No	40	42	44	48	45
Don't Know, No answer	-	-	2	3	3

Table III-4 shows the historical data in more detail, and shows the history of corporate advertising from 1981 to 1985 for those who undertook corporate advertising in 1985.

TABLE III-4

Q.1.3 - COMPANY SPONSORED CORPORATE ADVERTISING ACTIVITY IN-

	TOTAL	SPONSOR CORP. ADVER-TISING	DO NOT SPONSOR CORP. ADVER-TISING
1983			
COMPANY SPONSORED CORPORATE ADVERTISING	87 47%	77 69%	10 13%
COMPANY DID NOT SPONSOR CORPORATE ADVERTISING	89 48%	30 27%	59 79%
DON'T KNOW	6 3%	3 3%	2 3%
1981			
COMPANY SPONSORED CORPORATE ADVERTISING	92 49%	80 72%	12 16%
COMPANY DID NOT SPONSOR CORPORATE ADVERTISING	83 45%	25 23%	58 77%
DON'T KNOW	5 3%	3 3%	2 3%
NO ANSWER	3 2%	- -	3 4%

	TOTAL	SPONSOR CORP ADVER-TISING	DO NOT SPONSOR CORP ADVER-TISING
TOTAL RESPONDENTS	185 100%	111 100%	75 100%
1984			
COMPANY SPONSORED CORPORATE ADVERTISING	103 99%	99 89%	4 5%
COMPANY DID NOT SPONSOR CORPORATE ADVERTISING	78 42%	13 12%	65 87%
DON'T KNOW	1 1%	- -	1 1%
1983			
COMPANY SPONSORED CORPORATE ADVERTISING	96 52%	90 81%	6 8%
COMPANY DID NOT SPONSOR CORPORATE ADVERTISING	81 44%	18 16%	63 84%
DON'T KNOW	3 2%	2 2%	1 1%

Trends in Corporate Advertising Expenditures

In the next question, companies were asked to report trends in the size of their corporate advertising appropriations: "Discounting media inflation, have your company's corporate advertising expenditures in the past three years: increased greatly or moderately, decreased greatly or moderately, or stayed about the same?"

The results, shown in Table III-5, suggested that corporate advertising expenditures had, in general, increased (36%) or stayed the same (33%) rather than decreased (24%).

Service advertisers apparently increased their corporate advertising appropriations more (53%) than the average advertiser (36%); package goods advertisers were more likely to have held their appropriations at about the same level (56% vs 33%); and business-to-business advertisers were more likely (43%) to have decreased their appropriations than the average advertiser (24%).

TABLE III-5

Q.1.5A - CORPORATE ADVERTISING EXPENDITURE IN THE PAST THREE YEARS:
BASE: SPONSOR CORPORATE ADVERTISING

	TOTAL	COMPANY'S CORE BUSINESS ACTIVITY				
		PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS. TO BUS.	SER-VICES	OTHER
TOTAL RESPONDENTS	111 100%	18 100%	13 100%	35 100%	40 100%	11 100%
INCREASED GREATLY	14 13%	- -	1 8%	4 11%	8 20%	2 18%
INCREASED MODERATELY	25 23%	3 18%	3 23%	6 17%	13 33%	- -
STAYED ABOUT THE SAME	38 33%	9 50%	5 38%	8 23%	14 34%	6 55%
DECREASED GREATLY	15 14%	3 18%	2 15%	9 26%	1 3%	1 9%
DECREASED MODERATLY	11 10%	1 6%	- -	6 17%	2 5%	2 18%
DON'T KNOW	1 1%	- -	1 8%	- -	- -	- -
NO ANSWER	7 6%	- -	1 8%	2 6%	2 5%	- -

Market Research and Corporate Advertising

The companies were asked, "During the past years has your company sponsored market research studies that have been used in developing corporate advertising programs?" The results are summarized in Table III-6.

Slightly less than three quarters (71%) of the respondent companies used some form of market research to develop corporate advertising programs.

The larger the corporate advertising appropriation in 1985, the more likely that market research was used as an ingredient in the development of corporate advertising.

Consumer durable (92%) and services (82%) advertisers were especially likely to have used market research in planning corporate advertising activity.

TABLE III-6

Q.1.6A - COMPANY SPONSORED MARKET RESEARCH STUDIES
BASE: SPONSOR CORPORATE ADVERTISING

	TOTAL	TOTAL EXPENDITURE FOR CORPORATE ADVERTITISING IN 1985							COMPANY'S CORE BUSINESS ACTIVITY				
		UNDER $500T	$.5-1 MIL.	$1-$2 MIL.	$2-$4 MIL.	$4-$6 MIL.	$6-10 MIL.	$10 & OVER	PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS. TO BUS.	SER-VICES	OTHER
TOTAL RESPONDENTS	111 100%	31 100%	10 100%	17 100%	13 100%	14 100%	11 100%	14 100%	18 100%	13 100%	35 100%	40 100%	11 100%
COMPANY HAS SPONSORED MARKETING RESEARCH FOR CORPORATE ADVERTISING	79 71%	8 26%	9 90%	12 71%	13 88%	13 86%	9 82%	14 100%	9 96%	12 92%	24 69%	33 82%	6 55%
COMPANY HASN'T SPONSORED MARKETING RESEARCH FOR CORPORATE ADVERTISING	28 25%	11 92%	8 90%	5 29%	1 7%	2 14%	1 9%	- -	6 38%	- -	11 31%	7 18%	5 45%
DON'T KNOW	2 2%	2 10%	- -	- -	- -	- -	- -	- -	1 8%	1 8%	- -	- -	- -
NO ANSWER	2 2%	- -	- -	- -	1 7%	- -	1 9%	- -	- -	- -	- -	- -	- -

Specific Experience With Market Research

Companies using market research were then asked a series of questions about the purposes to which market research had been put and the usefulness of this work. The questioning sequence generated a good deal of data, although the statistical bases tend to be relatively small when analyzed in detail by 1985 advertising expenditure level or business category. Accordingly, the key data are presented in two summary tables.

a. Market Research Applications

The most widespread use of market research in corporate advertising was to track perceptions/attitudes about the company. Ninety percent of those companies who used market research in any way, used it for this purpose.

Secondary uses of market research were to measure the penetration of advertising messages (69%) and to pretest copy or creative approaches (63%).

Half of the responding companies used market research to establish advertising objectives, and one third used it to assess media effectiveness.

Almost none of these companies (97%) used market research to establish corporate advertising spending levels.

Summary Table 3

	Research Used For This Purpose	Research No Used For This Purpose	Don't Know
	%	%	%
Tracking perception/attitude about company	90	6	4
Penetration of advertising message	69	20	11
To pretest copy/creative approaches	63	22	15
To establish advertising objectives	50	34	16
Media effectiveness	34	43	23
To establish spending levels	3	68	29

b. Market Research Utility

If a company used market research for a specific purpose, it was asked to assess its usefulness as "Very useful," "Somewhat useful," or "Not very useful." The results are shown in summary Table 4.

Two-thirds of those companies that used research for tracking campaign effects rated it very useful. Sixty-six percent rated it very useful for tracking perceptions/attitudes, about the company and sixty-one percent said it was very useful for determining advertising objectives.

Summary Table 4

	Conducted this kind of research %	Useful			Don't know %
		Very %	Somewhat %	Not Very %	
Tracking perceptions/attitudes about company	90	66	23	-	11
Penetration of advertising message	69	50	39	2	0
To pretest copy/creative approach	63	52	36	2	10
To establish advertising objectives	50	61	31	3	5
Media effectiveness	34	33	41	7	19
To establish spending levels	3	-	-	-	-

IV SECTION IV: CORPORATE ADVERTISING CAMPAIGNS

Each company reported information about specific, individual corporate advertising campaigns that they sponsored in 1985. The 111 corporate advertisers sponsored a total of 121 campaigns in 1985, or an average of 1.09 campaigns per company. It is these 121 individual advertising campaigns that served as the basis of the analysis presented in this section.

Primary Objectives of Corporate Advertising Campaigns

Each company was asked to state the primary objective of the corporate advertising campaign upon which the response was based. To facilitate response a list of seven specific campaign objectives was presented in the questionnaire. Blank spaces were also provided in case the objective of a particular campaign did not fit within any of the seven prelisted objectives. The results of this questioning are presented in Table IV-1.

TABLE IV-1

Q 2 1 PRIMARY OBJECTIVE OF THE CORPORATE ADVERTISING CAMPAIGN
BASE: SPONSOR CORPORATE ADVERTISING

		TOTAL EXPENDITURE FOR CORPORATE ADVERTITISING CAMPAIGN							COMPANY'S CORE BUSINESS ACTIVITY				
	TOTAL	UNDER $500T	$.5-1 MIL	$1-$2 MIL	$2-$4 MIL	$4-$6 MIL	$6-10 MIL	$10 & OVER	PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS TO BUS	SER-VICES	OTHER
TOTAL CAMPAIGNS	121 100%	23 100%	19 100%	22 100%	16 100%	13 100%	13 100%	13 100%	16 100%	13 100%	41 100%	44 100%	12 100%
TO IMPROVE THE LEVEL OF AWARENESS OF THE COMPANY, THE NATURE AND/OR THE DIVERSITY OF ITS BUSINESS IN-TERESTS, ETC	62 51%	9 39%	10 53%	12 55%	11 69%	8 66%	7 58%	4 31%	7 44%	6 46%	23 56%	21 48%	8 67%
TO PROVIDE UNIFIED MAR-KETING SUPPORT FOR THE COMPANY'S PRESENT AND FUTURE PRODUCTS, SER-VICES, OR CAPABILITIES	24 20%	4 17%	5 26%	8 36%	2 13%	- -%	1 8%	3 23%	3 19%	4 31%	8 20%	7 16%	1 8%
TO ENHANCE OR MAINTAIN THE COMPANY'S REPUTA-TION AND GOODWILL	24 20%	4 17%	6 32%	5 23%	1 6%	-	2 17%	5 38%	5 31%	2 15%	8 20%	7 16%	3 25%
TO INFORM OR EDUCATE ABOUT ISSUES OF IMPORT-ANCE TO THE PUBLIC AND TO THE COMPANY, ITS IN-DUSTRY OR BUSINESS IN GENERAL	10 8%	2 9%	1 5%	3 14%	1 6%	-	2 17%	1 8%	1 6%	-	3 7%	5 11%	1 8%
TO ADVOCATE SPECIFIC ACTIONS - OR COUNTER THE ADVOCACY OF OTHERS ON ISSUES OF IMPORTANCE TO THE PUBLIC AND TO THE COMPANY, ITS IN-DUSTRY OR BUSINESS IN GENERAL	3 2%	2 9%	-	1 5%	-	-	-	-	-	-	1 2%	1 2%	1 8%
TO COMMUNICATE THE COM-PANY'S CONCERN AND RE-CORD OF ACHIEVEMENT ON SOCIAL OR ENVIRONMENTAL ISSUES	5 4%	-	2 11%	3 14%	-	-	-	-	2 13%	-	1 2%	-	2 17%
TO DELIVER SPECIALIZED MESSAGES IN BEHALF OF THE COMPANY AND/OR ITS INTERESTS TO SPECIFIC AUDIENCES OF OPPORTUNITY	8 7%	3 13%	-	2 9%	1 6%	2 17%	-	-	1 6%	-	3 7%	4 9%	-
DON'T KNOW/NO ANSWER	9 7%	4 17%	2 11%	-	-	2 17%	-	-	3 19%	1 8%	4 10%	2 5%	1 8%

A primary objective of half (51%) of corporate advertising campaigns was "to improve the level of awareness of the company, the nature and/or the diversity of its business interests, etc."

Two other campaign objectives served as primary objectives in 20 percent of all corporate advertising campaigns. These were:

> "To provide unified marketing support for the company's present and future products, services or capabilities."
>
> and
>
> "To enhance or maintain the company's reputation and good will."

Some companies reported more than one primary advertising objective. In fact, a total of 136 "primary objectives" were supplied for the 121 campaigns covered in this study. Thus, the three predominant "primary objectives" listed above accounted for 81 percent of all primary objectives reported. No other primary objective was mentioned for more than 8 percent of the campaigns included in this study.

As Summary Table 5 suggests, the primary objectives of corporate advertising campaigns were basically unchanged since the last measurement of this topic in 1983.

Summary Table 5

Prelisted Objective (Primary)	1986 %	1983 %
To improve the level of awareness of the company, the nature and diversity of its business interests, etc.	51	48
To provide unified marketing support for the company's present and future products, services, or capabilities.	20	27
To enhance or maintain the company's reputation or good will.	20	23
To inform or educate about issues of importance to the public and to the company, its industry or business in general.	8	7
To deliver specialized messages in behalf of the company and/or its interests to specific audiences of opportunity.	7	*
To communicate the company's concern and record of achievement on social and environmental issues.	4	4
To advocate specific issues - or counter the advocacy of others - on issues of importance to the public and to the company, its industry or business in general.	2	5

*This item was not prelisted in the 1983 questionnaire.

Secondary Objectives of Corporate Advertising Campaigns

The companies were also asked to identify secondary advertising objectives of the advertising campaigns for which they were reporting. Once again, the three most frequently mentioned objectives were the same as those mentioned as primary objectives.

> "To improve the level of awareness of the company, the nature and/or diversity of its business interests, etc."
>
> "To provide unified marketing support for the company's present and future products, services, or capabilities."
>
> "To enhance or maintain the company's reputation and good will."

As Summary Table 6 shows, the 1986 pattern of secondary objectives was not markedly different from that reported for 1983.

Summary Table 6

Prelisted Objective (Secondary)	1986 %	1983 %
To improve the level of awareness of the company, the nature and/or the diversity of its business interests, etc.	22	27
To provide unified marketing support for the company's present and future products, services or capabilities.	30	40
To enhance or maintain the company's reputation and good will.	37	48
To inform or educate about issues of importance to the public and to the company, its industry or business in general.	11	17
To advocate specific issues - or counter the advocacy of others - on issues of importance to the public and to the company, its industry or business in general.	11	7
To communicate the company's concern and record of achievement on social or environmental issues.	12	11
To deliver specialized messages in behalf of the company and/or its interests to specific audiences of opportunity.	17	*

*This item was not prelisted in the 1983 questionnaire.

The Primary Target Audiences of Corporate Advertising Campaigns

Each company was asked to indicate the primary target audience of the reported on corporate advertising campaign. A checklist was provided that presented eight specific audiences as well as the category "Other". The questionnaire results are shown in Table IV-2.

TABLE IV-2

Q.2.3 - PRIMARY TARGET AUDIENCE
BASE: SPONSOR CORPORATE ADVERTISING

		TOTAL EXPENDITURE FOR CORPORATE ADVERTITISING CAMPAIGN							COMPANY'S CORE BUSINESS ACTIVITY				
	TOTAL	UNDER $500T	$.5-1 MIL.	$1-$2 MIL.	$2-$4 MIL.	$4-$6 MIL.	$6-10 MIL.	$10 & OVER	PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS. TO BUS.	SER-VICES	OTHER
TOTAL CAMPAIGNS	121 100%	33 100%	19 100%	33 100%	16 100%	12 100%	12 100%	13 100%	16 100%	13 100%	41 100%	44 100%	12 100%
THE ENTIRE POPULATION	8 7%	- -	2 11%	2 6%	1 6%	2 17%	1 8%	- -	1 6%	1 8%	- -	4 9%	2 17%
SPECIFIC DEMOGRAPHIC SEGMENTS OF THE PUBLIC	46 38%	8 35%	6 32%	5 23%	7 44%	3 25%	6 50%	8 60%	8 50%	8 62%	8 20%	20 45%	2 17%
ACTIVISTS/OPINION LEADERS	11 9%	2 9%	1 5%	3 14%	2 13%	1 8%	- -	2 15%	2 13%	1 8%	2 5%	5 11%	2 17%
GOVERNMENT AND RELATED	11 9%	1 4%	2 10%	4 18%	2 13%	- -	- -	1 8%	2 13%	1 8%	6 15%	1 2%	2 17%
BUSINESS COMMUNITY	42 35%	9 39%	6 32%	10 45%	1 6%	8 67%	5 42%	2 15%	3 19%	1 8%	22 54%	13 30%	5 42%
FINANCIAL COMMUNITY	24 20%	5 22%	4 21%	5 23%	5 31%	3 25%	- -	1 8%	3 19%	3 23%	12 29%	6 14%	3 25%
EMPLOYEES/PLANT COMMUNITIES	8 7%	1 4%	3 16%	3 14%	- -	- -	- -	- -	2 13%	- -	3 7%	2 5%	2 17%
TRADE COMMUNITY	12 10%	3 13%	4 21%	3 14%	2 13%	- -	- -	- -	4 25%	- -	6 15%	1 2%	1 8%
OTHER	3 2%	- -	- -	2 9%	- -	- -	- -	- -	- -	- -	1 2%	1 2%	1 8%
DON'T KNOW/NO ANSWER	4 3%	1 4%	1 5%	- -	1 6%	- -	- -	- -	1 6%	- -	1 2%	1 2%	- -

The audience mentioned most frequently as a primary target was "Specific demographic segments of the public" (38%), followed by "Business community" (35%) and "Financial community" (20%). No other target audience was characterized as primary in more than 10 percent of the cases.

The three leading primary targets accounted for 84 percent of all the primary target audiences mentions.

There was some tightening in the demographic targeting of corporate advertising campaigns between 1983 and 1986. In 1983, "the entire population" was mentioned as a primary target in 15 percent of the cases, as compared to only 7 percent in 1986. Specific demographic segments of the public were listed as a primary target in 38 percent of the cases in 1986 as compared to 22 percent in 1983. In addition, the financial community was mentioned as a primary target in 27 percent of the companies in 1983 and by 20 percent in 1986.

Summary Table 7

Prelisted Target Audiences (Primary)	1986 %	1983 %
Specific demographic segments of the public	38	22
Business community	34	38
Financial community	20	27
Trade community	10	*
Activists, opinion leaders	9	10
Employees, plant communities	7	7
The entire population	7	15
Other	2	-

*Not prelisted in the 1983 questionnaire.

Secondary Target Audience

Companies were also asked to specify secondary audiences for corporate advertising campaigns. As Summary Table 8 shows, there was a good deal of multiple mentions of secondary target audiences in both 1986 (1.53 mentions per campaign) and in 1983 (1.64 mentions per campaign).

The pattern of secondary target audience mentions were quite stable from 1983 to 1986. The increases in primary audience targeting to specific demographic audiences were reflected in a decline in these audiences as secondary targets. The financial community was, however, less likely to be listed as a secondary target audience. Beyond this, employees/plant communities appeared to have declined in importance as a secondary audience, while activists/opinion leaders have increased in importance.

Summary Table 8

Prelisted Target Audiences (Secondary)	1986 %	1983 %
Business community	28	28
Employees/Plant communities	27	36
Financial community	26	35
Activists/opinion leaders	26	15
Government and related	26	25
Entire population	15	11
Trade community	15	*
Specific demographic segments of the public	12	5
Other	3	10

*Not prelisted in the 1983 questionnaire

Media Usage

The companies were asked to check off the advertising medium or media that were used in the particular corporate advertising programs for which they were reporting. The results are shown in Table IV-3.

Corporate advertising campaigns utilized a broad range of advertising media. There was considerable multiple media usage in these campaigns. The average corporate advertising campaign reported on in this study utilized 2.88 advertising media. A combination of magazines, newspapers and television are used by at least a third of all corporate advertisers.

Network radio was the least frequently mentioned national medium (reported by 4%) and was not often used on a national spot (2%) or regional or local basis (15%).

Direct mail was used by 14 percent of all corporate advertisers. Almost as many corporate advertisers (12%) had underwritten public television in connection with corporate advertising activities as had used direct mail.

TABLE IV-3

Q 2 4 - THE ADVERTISING MEDIA THAT ARE USED IN THE CORPORATE ADVERTISING CAMPAIGN
BASE: SPONSOR CORPORATE ADVERTISING

		TOTAL EXPENDITURE FOR CORPORATE ADVERTITISING CAMPAIGN							COMPANY'S CORE BUSINESS ACTIVITY				
	TOTAL	UNDER $500T	$.5-1 MIL.	$1-$2 MIL.	$2-$4 MIL.	$4-$6 MIL.	$6-10 MIL.	$10 & OVER	PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS TO BUS.	SER-VICES	OTHER
TOTAL CAMPAIGNS	121 100%	23 100%	19 100%	22 100%	16 100%	12 100%	12 100%	13 100%	16 100%	13 100%	41 100%	44 100%	12 100%
MAGAZINES:													
CONSUMER	43 36%	6 26%	3 16%	5 23%	5 31%	6 50%	5 42%	11 85%	6 38%	8 62%	12 29%	17 39%	5 42%
GENERAL BUSINESS	55 45%	9 39%	7 37%	11 50%	9 56%	7 58%	5 42%	6 46%	4 25%	6 46%	22 54%	22 50%	7 58%
TRADE	34 28%	7 30%	5 26%	6 27%	5 31%	2 17%	3 25%	6 46%	5 31%	2 15%	14 34%	13 30%	1 8%
NEWSPAPERS:													
GENERAL	29 24%	5 22%	3 16%	6 27%	3 19%	2 17%	5 42%	4 31%	5 31%	1 8%	6 15%	16 36%	2 17%
SPECIALIZED	54 45%	7 30%	9 47%	7 32%	8 50%	7 58%	8 67%	7 54%	3 19%	7 54%	22 54%	19 43%	6 50%
TELEVISION:													
NETWORK	37 31%	-	-	2 9%	6 38%	7 58%	7 58%	12 92%	3 19%	10 77%	9 22%	14 32%	3 25%
NATIONAL SPOT	10 8%	-	-	-	2 13%	1 8%	3 25%	2 15%	-	1 8%	3 7%	6 14%	-
REGIONAL OR LOCAL	26 21%	3 13%	4 21%	6 27%	4 25%	-	4 33%	4 31%	3 19%	3 23%	4 10%	15 34%	2 17%
RADIO													
NETWORK	5 4%	-	1 5%	2 9%	1 6%	-	-	-	1 6%	-	3 7%	1 2%	-
NATIONAL SPOT	2 2%	-	-	1 5%	-	-	-	-	-	-	1 2%	1 2%	-
REGIONAL OR LOCAL	18 15%	2 9%	3 16%	4 18%	5 31%	1 8%	3 25%	-	2 13%	-	3 7%	10 23%	3 25%
DIRECT MAIL	17 14%	2 9%	4 21%	7 32%	1 6%	-	2 17%	1 8%	-	-	9 22%	8 18%	-
PUBLIC TV SHOW UNDERWRITING	15 12%	2 9%	1 5%	3 14%	2 13%	-	3 25%	3 23%	2 13%	-	5 12%	6 14%	1 8%
OTHER	4 3%	-	-	1 5%	-	-	1 8%	2 15%	1 6%	2 15%	-	2 5%	-
DON'T KNOW/NO ANSWER	5 4%	2 9%	1 5%	-	1 6%	-	-	-	1 6%	-	2 5%	1 2%	-

The companies were also asked to report the medium that received the largest share of the media expenditure in the specific campaign that was being reported. The results are shown in Table IV-4.

Network television was the most popular corporate advertising medium (17%). The use of this medium, as one would expect, was heavily concentrated among corporate advertising campaigns with expenditures in excess of $4 million.

Surprisingly, 44 percent of the respondents either did not know what medium was the most important for the campaign upon which they were reporting, or chose not to answer this question.

TABLE IV-4

Q 2 4 - THE ADVERTISING MEDIUM WHICH RECEIVES THE LARGEST SHARE OF THE TOTAL EXPENDITURE
BASE: SPONSOR CORPORATE ADVERTISING

		TOTAL EXPENDITURE FOR CORPORATE ADVERTITISING CAMPAIGN							COMPANY'S CORE BUSINESS ACTIVITY				
	TOTAL	UNDER $500T	$.5-1 MIL	$1-$2 MIL	$2-$4 MIL	$4-$6 MIL	$6-10 MIL	$10 & OVER	PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS TO BUS	SER-VICES	OTHER
TOTAL CAMPAIGNS	121 100%	23 100%	19 100%	22 100%	18 100%	13 100%	12 100%	13 100%	18 100%	13 100%	41 100%	44 100%	12 100%
MAGAZINES:													
CONSUMER	6 5%	2 9%	- -	2 9%	- -	- -	- -	2 15%	3 19%	- -	- -	3 7%	1 8%
GENERAL BUSINESS	8 7%	1 4%	4 21%	2 9%	- -	- -	1 8%	- -	- -	- -	6 15%	- -	2 17%
TRADE	10 8%	4 17%	2 11%	3 14%	1 6%	- -	- -	- -	2 13%	- -	5 12%	3 7%	- -
NOT SPECIFIED	2 2%	- -	- -	- -	- -	1 8%	1 8%	- -	- -	- -	1 2%	1 2%	- -
NEWSPAPERS:													
GENERAL	1 1%	- -	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	1 2%	- -
SPECIALIZED	11 9%	2 9%	2 11%	4 18%	1 6%	1 8%	1 8%	- -	- -	1 8%	4 10%	4 9%	1 8%
NOT SPECIFIED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TELEVISION:													
NETWORK	20 17%	- -	- -	- -	2 14%	6 51%	3 27%	7 54%	1 6%	5 38%	7 17%	6 15%	2 17%
NATIONAL SPOT	1 1%	- -	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	1 2%	- -
REGIONAL OR LOCAL	5 4%	1 4%	1 5%	- -	1 6%	- -	1 8%	1 8%	- -	- -	1 2%	4 9%	- -
NOT SPECIFIED	1 1%	- -	- -	- -	- -	- -	1 8%	- -	- -	- -	- -	1 2%	- -
RADIO:													
NETWORK	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NATIONAL SPOT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
REGIONAL OR LOCAL	1 1%	- -	- -	- -	- -	- -	1 8%	- -	- -	- -	- -	1 2%	- -
NOT SPECIFIED	1 1%	- -	- -	1 5%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -
DIRECT MAIL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PUBLIC TV SHOW UNDERWRITING	2 2%	1 4%	1 5%	- -	- -	- -	- -	- -	- -	- -	1 2%	1 2%	- -
OTHER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/NO ANSWER	53 44%	13 57%	9 47%	10 45%	9 50%	4 31%	3 25%	3 23%	10 62%	7 54%	16 39%	18 41%	6 50%

The Approval of Corporate Advertising Campaigns

The companies were asked, "What is the highest management level (title) in your company that must approve the advertising objectives and spending level for this corporate advertising campaign?"

As Table IV-5 shows, corporate advertising campaigns were most often (74% of the cases) approved by the Chairman, President or CEO of the corporation. Other senior officials of the company may also have had this responsibility, and there was a wide variation of the titles for the responsible person in the remaining reporting companies.

TABLE IV-5

Q 2 5a - THE HIGHEST MANAGEMENT LEVEL (TITLE) IN COMPANY THAT MUST APPROVE THE ADVERTISING OBJECTIVES AND SPENDING LEVEL FOR THE CORPORATE ADVERTISING CAMPAIGN
BASE: SPONSOR CORPORATE ADVERTISING

		TOTAL EXPENDITURE FOR CORPORATE ADVERTITISING CAMPAIGN							COMPANY'S CORE BUSINESS ACTIVITY				
	TOTAL	UNDER $500T	$.5-1 MIL.	$1-$2 MIL.	$2-$4 MIL.	$4-$6 MIL.	$8-10 MIL.	$10 & OVER	PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS TO BUS	SER-VICES	OTHER
TOTAL CAMPAIGNS	121 100%	23 100%	19 100%	22 100%	16 100%	12 100%	12 100%	13 100%	16 100%	13 100%	41 100%	44 100%	12 100%
CHAIRMAN, PRESIDENT, CEO	90 74%	18 80%	12 64%	16 71%	9 56%	12 100%	11 92%	11 84%	11 70%	11 84%	33 83%	30 67%	10 84%
EXECUTIVE V.P., VICE CHAIRMAN	3 2%	1 4%	1 5%	- -	- -	- -	- -	1 8%	- -	1 8%	- -	2 5%	1 8%
SENIOR V P GROUP V P	7 6%	1 4%	3 16%	1 5%	- -	- -	1 8%	1 8%	1 8%	1 8%	3 7%	2 5%	- -
V P PUBLIC AFFAIRS, PUBLIC RELATIONS, CORPORATE AFFAIRS	8 7%	1 4%	- -	3 14%	3 19%	- -	- -	- -	1 6%	- -	1 2%	6 14%	- -
V P COMMUNICATIONS	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -
V P ADVERTISING	2 2%	- -	1 5%	1 5%	- -	- -	- -	- -	- -	- -	1 2%	1 2%	- -
DIRECTOR, MANAGER P R /ADVTG/MKTG	4 3%	1 4%	1 5%	1 5%	1 6%	- -	- -	- -	1 6%	- -	- -	2 5%	1 8%
V P MARKETING	1 1%	1 4%	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -
OTHER	2 2%	- -	- -	- -	2 13%	- -	- -	- -	1 6%	- -	- -	1 2%	- -
DON'T KNOW/NO ANSWER	3 2%	- -	1 5%	- -	1 6%	- -	- -	- -	1 6%	- -	1 2%	- -	- -

Departmental Responsibility For Corporate Advertising Campaigns

Responding companies were next asked, "What is the name of the company department responsible for executing this corporate advertising campaign?" The results are shown in Table IV-6.

There was no single department or functional area that was predominantly responsible. In some companies, it was the Advertising Department (40%); in others it was the Public Relations or Public Affairs Department (27%); the Communications Department (19%); and in still others it was the Marketing Department (12%). Apparently it depended upon how individual companies were organized, as well as the designation that happened to have been given to particular activities within individual companies.

TABLE IV-6

Q 2 5B - THE NAME OF THE COMPANY DEPARTMENT RESPONSIBLE FOR EXECUTING THIS CORPORATE ADVERTISING CAMPAIGN
BASE: SPONSOR CORPORATE ADVERTISING

		TOTAL EXPENDITURE FOR CORPORATE ADVERTITISING CAMPAIGN							COMPANY'S CORE BUSINESS ACTIVITY				
	TOTAL	UNDER $500T	$.5-1 MIL.	$1-$2 MIL.	$2-$4 MIL.	$4-$6 MIL.	$6-10 MIL.	$10 & OVER	PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS. TO BUS.	SER-VICES	OTHER
TOTAL CAMPAIGNS	121 100%	23 100%	19 100%	22 100%	16 100%	12 100%	12 100%	13 100%	16 100%	13 100%	41 100%	44 100%	12 100%
COMMUNICATIONS	23 19%	3 13%	8 42%	4 18%	2 13%	2 17%	2 17%	2 15%	-	-	10 24%	8 18%	5 42%
ADVERTISING	49 40%	8 35%	5 26%	10 45%	7 44%	5 42%	6 50%	6 46%	7 44%	8 62%	18 44%	18 41%	3 25%
MARKETING	15 12%	5 22%	2 11%	1 5%	2 13%	1 8%	1 8%	3 23%	4 25%	4 31%	3 7%	4 9%	-
PUBLIC RELATIONS, PUBLIC AFFAIRS	33 27%	5 22%	5 26%	9 41%	5 31%	3 25%	2 17%	3 23%	4 25%	2 15%	10 24%	16 36%	2 17%
GENERAL CORPORATE SERVICES	4 3%	2 9%	-	1 5%	-	-	1 8%	-	1 6%	-	1 2%	2 5%	1 8%
CREATIVE SERVICES	1 1%	1 4%	-	-	-	-	-	-	1 6%	-	-	-	-
OTHER	1 1%	-	-	-	-	1 8%	-	-	1 6%	-	-	-	-
DON'T KNOW/NO ANSWER	4 3%	-	1 5%	-	1 6%	-	1 8%	-	1 6%	-	1 2%	-	1 8%

Reporting Responsibility of Department Head

In a follow-up question, the companies were asked, "To what next higher level (title) in the company does the head of this department report?" The results are shown in Table IV-7.

Even if the Chairman, President or CEO approved corporate advertising in most companies (Table IV-5), the department responsible for executing corporate advertising did not usually report to this executive. Such a reporting relationship did exist in 29 percent of the companies, but in the remainder, the responsible department reported to some intermediary executive: usually an executive vice president (12%); a senior or group vice president (21%); or to a departmental vice president (21%).

TABLE IV-7

Q.3.9C - THE NEXT HIGHER LEVEL (TITLE) IN THE COMPANY TO WHOM THE HEAD OF THE DEPARTMENT REPORT
BASE: SPONSOR CORPORATE ADVERTISING

		TOTAL EXPENDITURE FOR CORPORATE ADVERTISING CAMPAIGN							COMPANY'S CORE BUSINESS ACTIVITY				
	TOTAL	UNDER $900T	$.9-1 MIL.	$1-$3 MIL.	$3-$4 MIL.	$4-$8 MIL.	$8-10 MIL.	$10 & OVER	PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS. TO BUS.	SER-VICES	OTHER
TOTAL CAMPAIGNS	131 100%	23 100%	18 100%	22 100%	16 100%	12 100%	12 100%	13 100%	16 100%	13 100%	41 100%	44 100%	13 100%
CHAIRMAN, PRESIDENT, CEO	39 29%	5 22%	6 33%	9 40%	6 38%	3 25%	4 33%	2 15%	4 24%	3 23%	13 32%	13 30%	2 17%
EXECUTIVE V.P., VICE CHAIRMAN	16 12%	4 17%	3 16%	2 9%	1 6%	1 8%	2 17%	2 15%	2 12%	- -	1 2%	7 16%	4 33%
SENIOR V.P. GROUP V.P.	28 21%	3 13%	4 21%	5 23%	3 19%	4 33%	2 17%	4 31%	3 19%	3 23%	11 27%	10 23%	3 25%
V.P. PUBLIC AFFAIRS, PUBLIC RELATIONS, CORPORATE AFFAIRS	12 10%	6 26%	- -	1 5%	2 13%	1 8%	- -	1 8%	- -	2 15%	5 12%	7 16%	2 17%
V.P. COMMUNICATIONS	11 9%	- -	3 16%	2 9%	1 6%	1 8%	3 25%	1 8%	- -	- -	6 15%	4 9%	- -
V.P. ADVERTISING	2 2%	2 9%	- -	- -	- -	- -	- -	- -	1 6%	- -	- -	1 2%	- -
DIRECTOR, MANAGER P.R./ADVTG/MKTG	7 5%	1 4%	1 5%	- -	1 6%	1 8%	1 8%	1 8%	1 6%	2 15%	2 5%	2 5%	- -
V.P. MARKETING	8 7%	2 9%	1 5%	2 9%	1 6%	- -	- -	2 15%	2 12%	2 24%	2 5%	- -	1 8%
OTHER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/NO ANSWER	5 4%	- -	1 5%	1 5%	1 6%	1 8%	- -	- -	3 19%	- -	1 2%	- -	- -

Source of Corporate Advertising Creative Work

Finally, the companies were asked "Who is responsible for the creative work that is used in the corporate advertising campaign?" The respondents were given four choices: "Advertising agency with other company assignments;" "Advertising agency not otherwise used by the company;" "Created in house;" "Other - P.R. firm, etc. (please specify)".

The results are summarized in Table IV-8.

The bulk of corporate advertising campaigns (67%) were handled by an advertising agency with other company assignments. Stand-alone advertising agencies were used in 18 percent of the cases and corporate advertising was created in house in 12 percent of the cases.

An advertising agency was always used for the preparation of corporate advertising creative work when the campaign appropriation exceeded $4 million. In-house creative activities were limited to smaller corporate advertising campaigns, usually $2 million or less.

TABLE IV-8

Q 2 6 - THE RESPONSIBILITY FOR THE CREATIVE WORK THAT IS USED IN CORPORATE ADVERTISING CAMPAIGN
BASE: SPONSOR CORPORATE ADVERTISING

		TOTAL EXPENDITURE FOR CORPORATE ADVERTISING CAMPAIGN							COMPANY'S CORE BUSINESS ACTIVITY				
	TOTAL	UNDER $900T	$.9-1 MIL.	$1-$2 MIL.	$2-$4 MIL.	$4-$6 MIL.	$6-10 MIL.	$10 & OVER	PACK-AGED GOODS	CON-SUMER DUR-ABLES	BUS. TO BUS	SER-VICES	OTHER
TOTAL CAMPAIGNS	131 100%	33 100%	19 100%	22 100%	16 100%	12 100%	13 100%	13 100%	16 100%	13 100%	41 100%	44 100%	12 100%
ADVERTISING AGENCY WITH OTHER COMPANY ASSIGNMENTS	87 67%	19 69%	12 63%	15 68%	9 56%	8 67%	10 83%	10 77%	9 56%	11 85%	26 63%	32 73%	5 42%
ADVERTISING AGENCY NOT OTHERWISE USED BY THE COMPANY	22 18%	2 6%	2 11%	3 14%	5 31%	4 33%	2 17%	3 23%	2 13%	2 15%	6 15%	10 23%	4 33%
CREATED IN-HOUSE	15 12%	6 20%	2 10%	3 23%	1 6%	-	-	-	4 25%	-	6 15%	2 7%	4 33%
OTHER OUTSIDE SERVICE-P R FIRM, ETC.	4 3%	1 4%	1 5%	1 5%	1 6%	-	-	-	1 6%	-	3 7%	-	-
DON'T KNOW/NO ANSWER	4 3%	-	1 5%	1 5%	1 6%	-	-	-	1 6%	-	2 5%	-	-